

Area Reps want your questions

Tek's TV growth brings Grass Valley acquisition

Featured topic at the August 12 Area Rep Conference will be the Grass Valley Group, with Tom Long (Communications Division manager) as speaker. In this article Tom gives a brief history of the GVG, along with a background of Tek's interest in the California firm.

The Grass Valley Group was incorporated in 1959 in the state of California. It went on the American Stock Exchange in 1967 and was acquired by Tektronix in February, 1974.

The company is located on 330 acres 12 miles west of Grass Valley, California, which is 65 miles north-east of Sacramento and 85 miles southwest of Reno.

From a modest beginning the Grass Valley Group has become the premier supplier of television production switchers in the United States.

I am often asked: What is their relationship to Tektronix? Why our interest in them? Are we going to move them to Oregon? What does a production switcher do?

The Grass Valley Group is a corporate entity with its own officers and board of directors which, of course, serve at the pleasure of Tektronix management since the company has but one shareholder, that being Tektronix.

Our interest in Grass Valley came about because of our interest in television. It is no secret that our television line has continued to broaden each year; therefore, switchers were a natural progression.

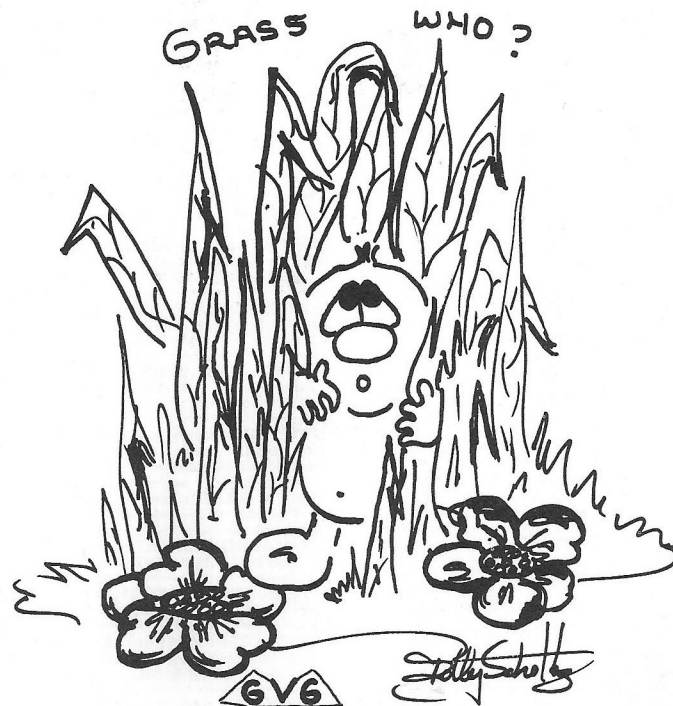
It would have taken a lot of time and effort to acquire the skills and market knowledge possessed by Grass Valley in the switcher business. Grass Valley had a superior technical product with an excellent reputation in the U.S.

One then could ask, "What interest did the Grass Valley people have in Tek?"

Some of the key people at Grass Valley had known Charlie Rhodes and Steve Kerman in the Tektronix Television Group for a number of years. Our philosophies were very similar, our approaches to the market were remarkably close. The Tektronix international marketing organization had the potential of being of considerable assistance to Grass Valley since at the time of acquisition less than 10 per cent of GVG's business came from outside the U.S.

The Grass Valley Group is a small but well integrated company, having excellent metal working facilities and a very good photolab and electrochem facility. We have just begun construction of a 30,000 square foot assembly building; therefore, it is highly unlikely that we would ever consider moving the facilities here.

The major product in the Grass Valley line is a television program production switcher. It is operated from a console in a television studio to select the appropriate camera, video tape unit, telecine machine, or other video signals and combine them into a continuous program as seen by the viewing audience.



The most important function of the production switcher is to provide a variety of transition modes, such as mixing or dissolving, from one signal to another, or inserting a portion of one scene into another, or splitting the screen with a geometric pattern to simultaneously present portions of up to four pictures.

The television program production switcher frequently involves very

elaborate arrangements of mixing and special effects equipment and is considered essential to the production of modern professional programs.